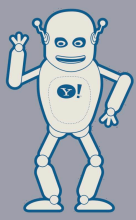




# Yahoo! Application and Social Platforms

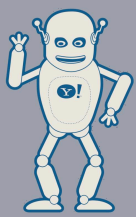
Yahoo!'s Canvas and Paint, Your Masterpiece



## Who am I?



- **Ryan Kennedy ([rckenned@yahoo-inc.com](mailto:rckenned@yahoo-inc.com))**
  - **Yahoo! Hacker**
  - **Social Platform PHP SDK author**

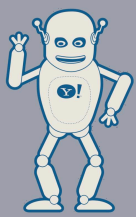


# Yahoo! Social Platform



<http://www.flickr.com/photos/macca/35006163/>

- **Social Directory**
- **Status**
- **Contacts**
- **Updates**



# Social Platform - Social Directory and Status



## Ryan Kennedy

(Ryan Kennedy) 31 · Male

"I wonder how many more things I can squeeze into this demo application..."

[Change Photo](#) · [Edit Profile](#)

Member Since: Sep 1997

### About Me

#### WORK [Edit](#)

Yahoo! (Software Engineer Technical Yahoo, November 2004-current)

EarthLink (Software Engineer Software Engineer, May 2003-November 2004)

Jel (Software Engineer Software Engineer, February 2002-May 2003)

#### EDUCATION [Edit](#)

California Polytechnic State University (Class of 2000)

Bellarmine (Class of 1995)

#### INTERESTS [Edit](#)

**Interests:** Computers, Baseball, Basketball, Bowling, Traveling

**Favorite Music:** Korn, Garbage, Rob Zombie, Gorillaz, Rammstein

**Favorite Movies:** Ghostbusters, Fletch, Army of Darkness, Stripes, Lord of the Rings, Road Trip, Harold and Kumar go to

### Connections (39)



atom



joolz

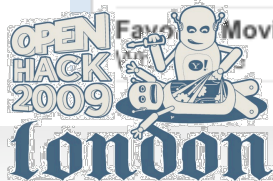


DavGlass



n.grizzle

[Find](#) · [Invite](#)





# Social Platform - Contacts

Search: ryan kennedy  Add Tools

**Search Results (3)**

- Ryan Kennedy
- Ryan Kennedy offline
- Ryan Kennedy offline

## Ryan Kennedy

offline  
[+ Invite to Connect](#)

Categories: *Unfiled* [Add](#)

### Contact Information

Home Email: [rckenned\\_test@yahoo.com](mailto:rckenned_test@yahoo.com)

Y! Messenger:  [rckenned\\_test](#)

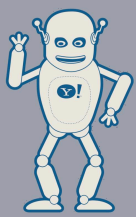
Mobile: [555-555-5555](#)

Home Phone: [555-555-5555](#)

Company: Yahoo! Inc.

Home Address: 701 First Ave  
Sunnyvale, CA  
USA  
[Map](#)





# Social Platform - Updates

Today



**Mike T** and **Lee Ott** are now connected

 New Connections

2 mins ago



**LP** and **Tracy Hsu** are now connected

 New Connections

37 mins ago



**Benji** deposited money in Mafia Wars

 Mafia Wars Bridge

39 mins ago



**Bryce** listened to **Blue** by The Jayhawks

 Last.fm

41 mins ago



**DavGlass** tweeted [@caridy](#) I got the Pull Request with the new test cases ;)

 Twitter

1 hr ago



**Micah Laaker** added a favorite video: [Flybussarna \(Swedish Airport Coaches\), "50 cars or 1 bus"](#)

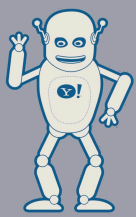


 YouTube

1 hr ago







# Distribute your activity (Yahoo! Messenger)

The screenshot shows the Yahoo! Messenger interface. On the right is a vertical sidebar with the following elements:

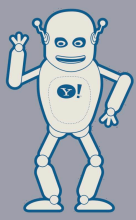
- Header: YAHOO! MESSENGER
- Navigation: Messenger, Contacts, Actions
- User: ryan (with a dropdown arrow)
- Input: share a status message
- Buttons: mobile phone icon, Yahoo! Voice icon
- Friends (12) - expanded
- Work (3) - collapsed
- Contact list:
  - benjamin\_a\_zamora Cc
  - michaeltadlock (with crown icon) Phot
  - rickym007
- Address Book (284) - collapsed

In the center is a contact window for 'michaeltadlock' (with a crown icon). It contains:

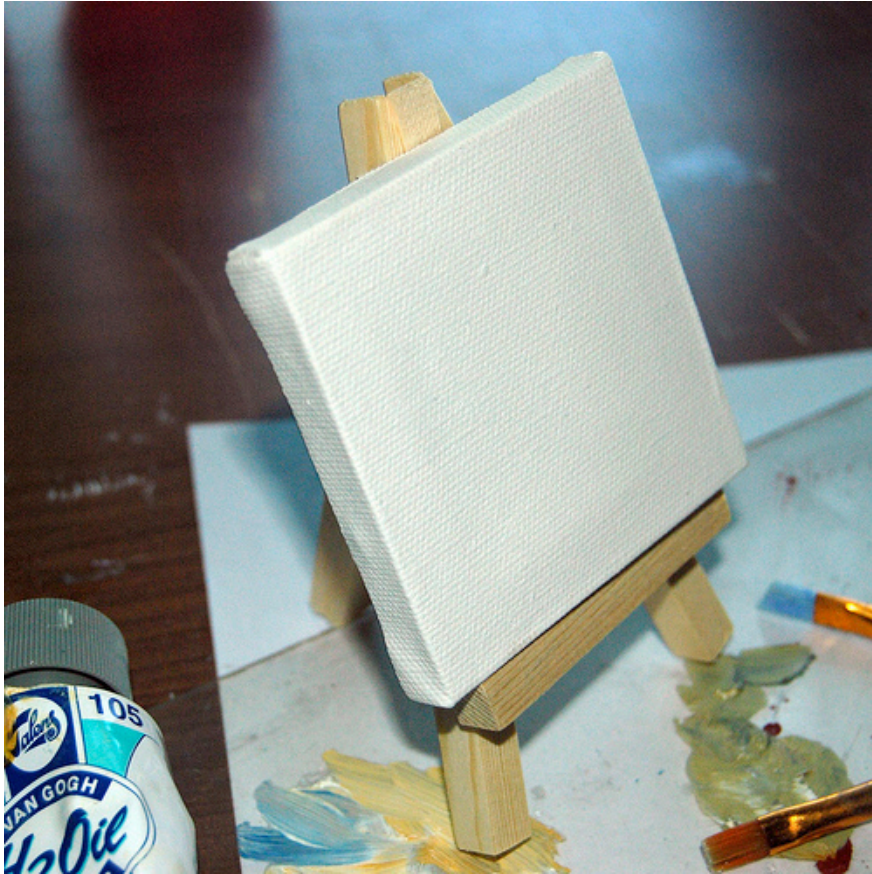
- Contact photo
- Buttons: Call mobile number..., Call home number..., Call work number..., Send Email...
- Buttons: Contact Details, View Profile
- Status: You appear online to this contact
- Updates section: 'michaeltadlock's Updates' with a question mark icon and an arrow icon.
- Update: 'Photo accident 101N' with a Flickr icon, a photo of a road, and text 'roach coach gone awry 2 hours ago'.

← flickr updates





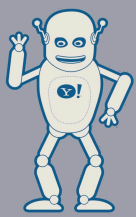
# Yahoo! Application Platform



<http://www.flickr.com/photos/redlyongirl/2615792493/>

- **Blank canvas on the Y! network**
- **“Small” and “full” views**
- **Fully controllable by you**

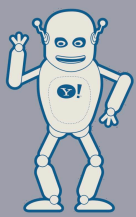




# YAP Full View

- **Yahoo! chrome around your served application**
- **OAuth tokens provide access to the Social Platform**





# YAP Small View



- **Static (mostly) view of your application**
- **Add to My Yahoo!**



# YAP + Social Platform = Awesome!



<http://www.flickr.com/photos/vaguelyartistic/80164806/>

- **YAP full views receive OAuth Access Tokens**
- **Tokens scoped to whatever access the developer requests**
- **Simplified OAuth user flow compared to off-network applications**

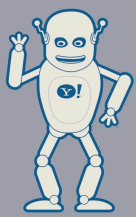


# YAP + Social Platform + Your Data = ZOMG!



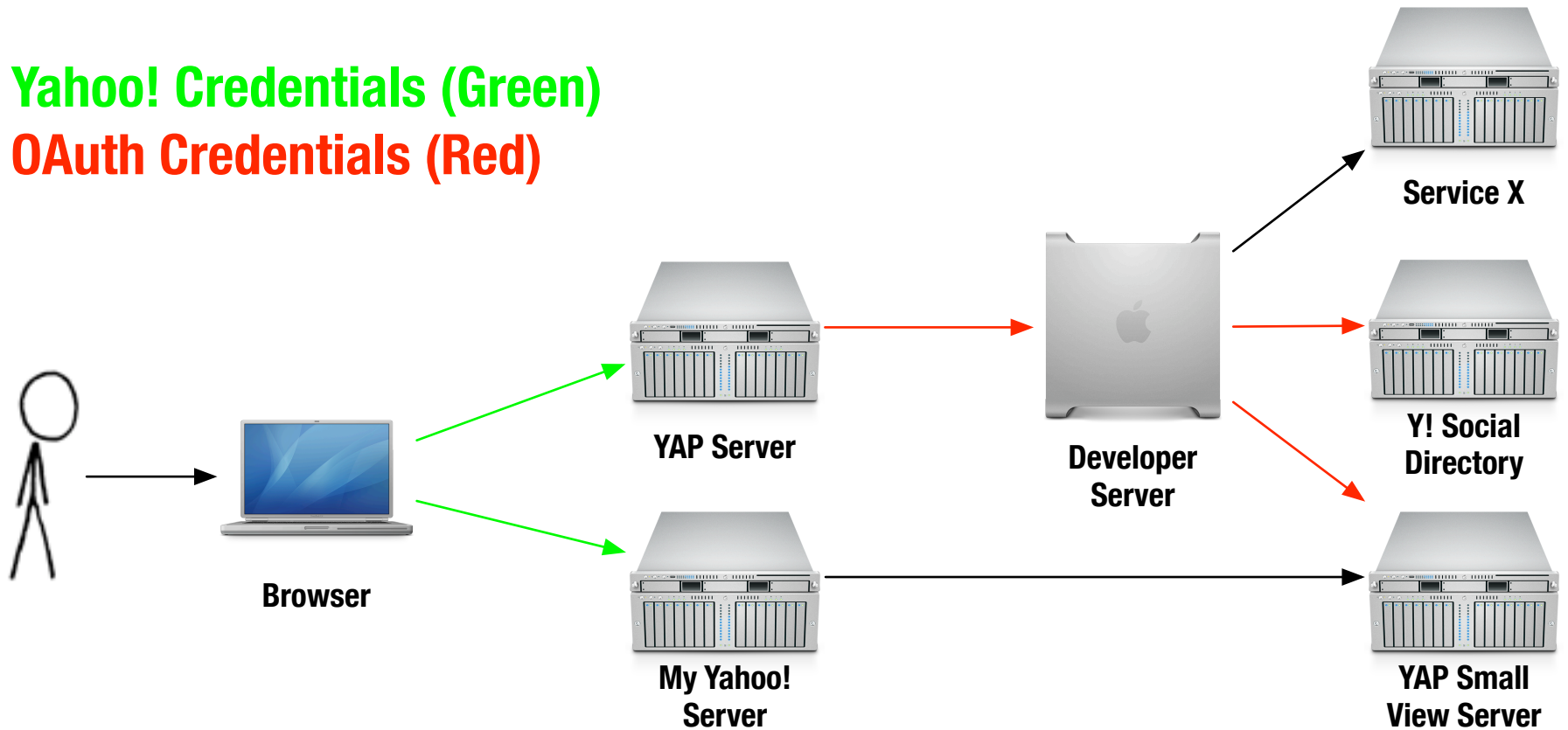
<http://www.flickr.com/photos/87258185@N00/2194956795/>

- **Bring your own data**
- **Bring someone else's data (YQL anyone?)**
- **Build a Uni-robo-corn-cop Bonaparte**

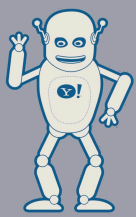


# Application Flow

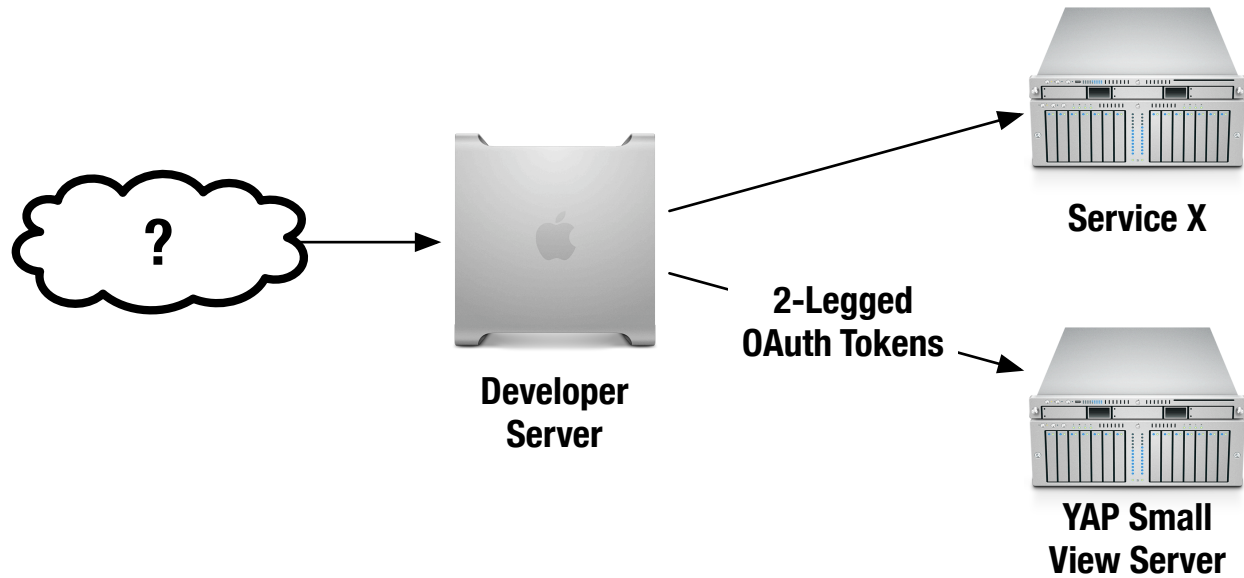
**Yahoo! Credentials (Green)**  
**OAuth Credentials (Red)**







# Application Flow (Headless)





# Yahoo! Social Platform PHP SDK

<http://developer.yahoo.com/social/sdk/>

```
<?php
    require("path/to/Yahoo.inc");

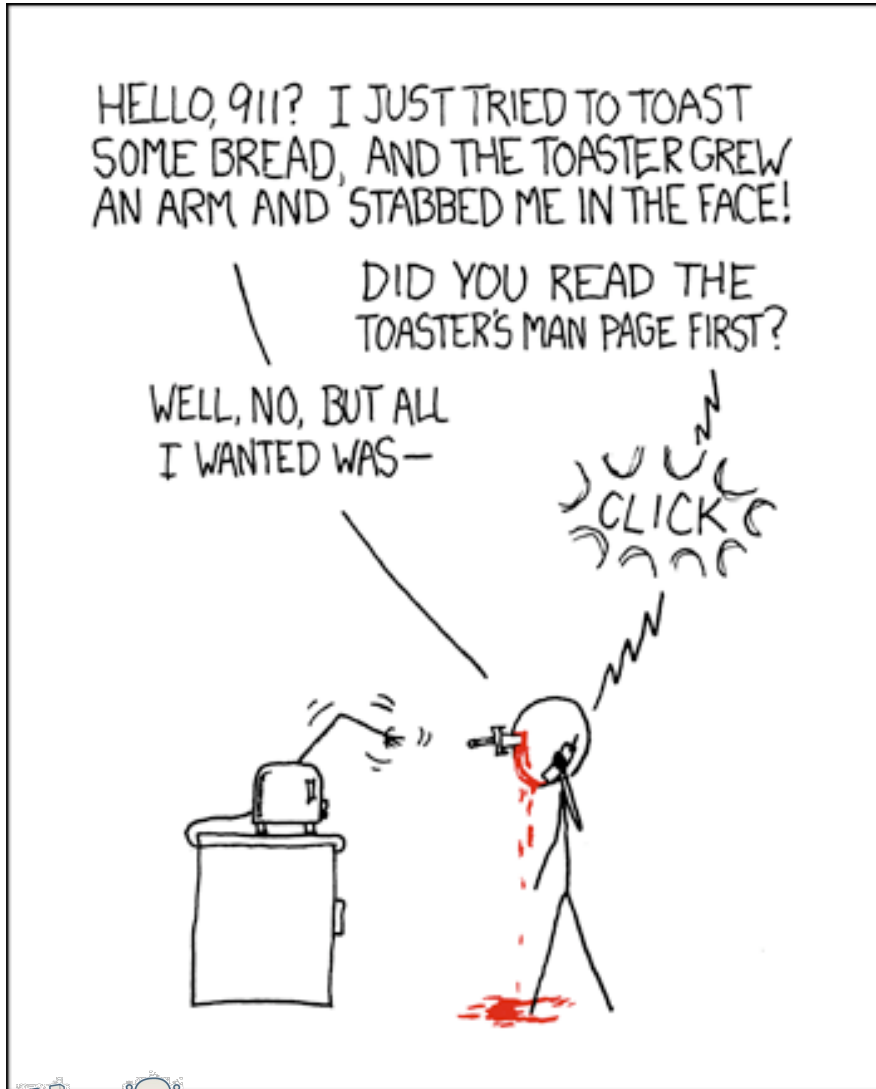
    $session = YahooSession::requireSession(
        "consumerKey", "consumerSecret", "application ID");
    $user = $session->getSessionedUser();

    var_dump($user->loadProfile());
    var_dump($user->getConnections(0, 10));
    $user->insertUpdate("update ID", "update title",
        "http://you.com/link", "description");
    $user->setSmallView("<b>Hello, World!</b>");
?>
```





# Getting Started



<http://xkcd.com/293/>

## Read the Docs

<http://developer.yahoo.com/yap/>

<http://developer.yahoo.com/social/>

## Create an App

<https://developer.yahoo.com/dashboard/>

## Download the SDK

<http://developer.yahoo.com/social/sdk/>

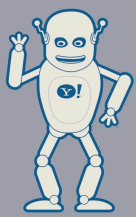




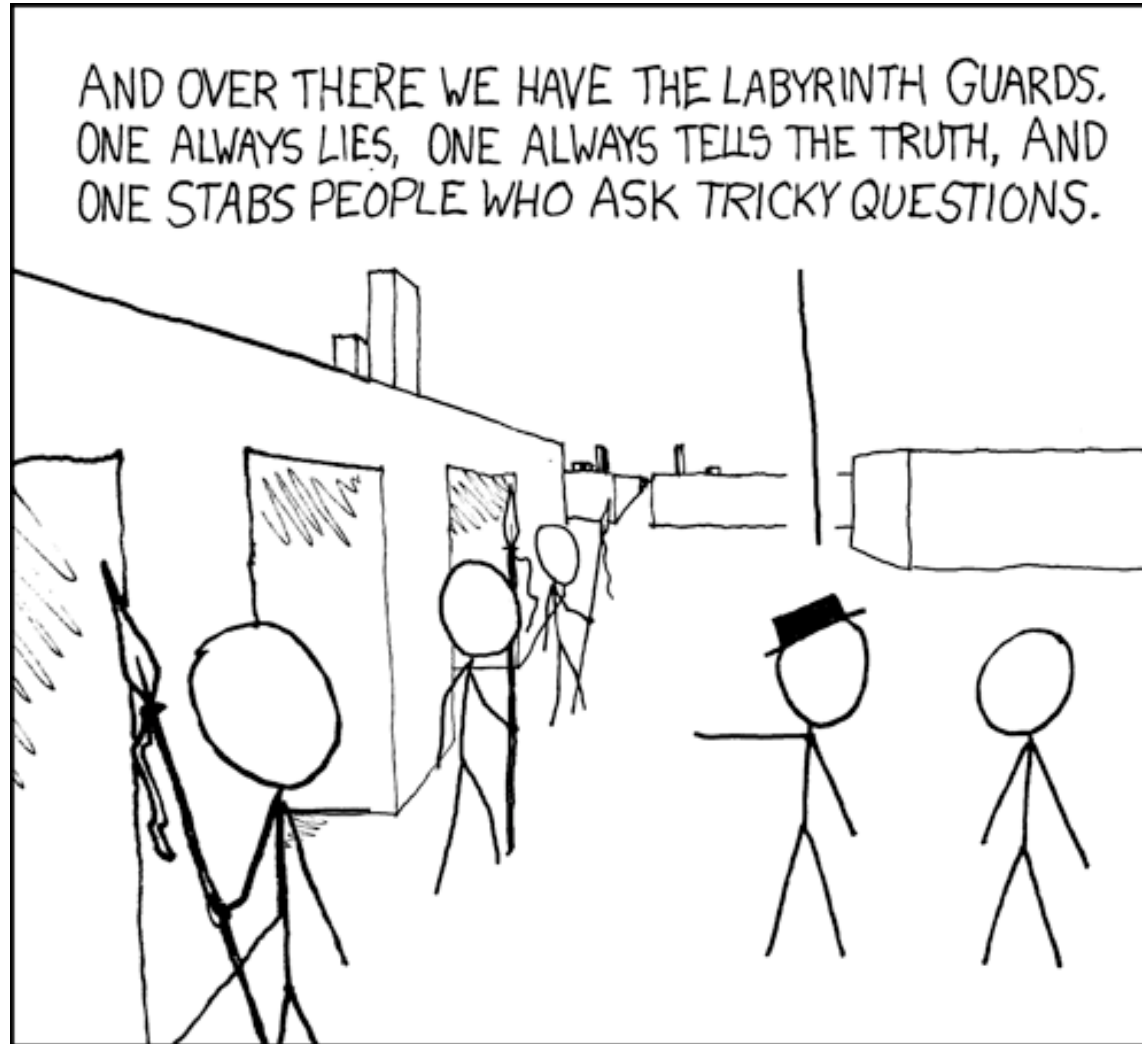
## More information

- **Hack Day Help**
  - email: [rckenned@yahoo-inc.com](mailto:rckenned@yahoo-inc.com)
  - YIM: rckenned
  - Jabber: [ryan@unclehulka.com](jabber:ryan@unclehulka.com)
- **Inspiration - Look Around!**





# Questions?



<http://xkcd.com/246/>